

## IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strike through~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 1, 4, 6, 7, 11, 16 and 17 without prejudice or disclaimer, AMEND claims 8, 9, 10 and 12 and ADD new claim 18 in accordance with the following:

1. (cancelled)

2. (cancelled)

3. (cancelled)

4. (cancelled)

5. (cancelled)

6. (cancelled)

7. (cancelled)

8. (currently amended) A method comprising:

~~making a purchase reservation via a purchaser's terminal via a network, the purchase reservation specifying a future date and a desired purchase price, a time when a selling price reaches the desired purchase price is a reservation sales time;~~

~~— providing a discount price transition table to the purchaser's terminal via the network, said table indicates dates and discount prices, wherein the dates include the date after a current date, and each discount price corresponds to said each date~~receiving a discount price transition table from a server via a network, said discount price transition table indicates dates and discount prices, wherein the dates includes a date after a current date, and each discount price corresponds to each date;

making a purchase reservation to the server via a network, the purchase reservation

specifying a future date and a desired purchase price, among the dates indicated in the received discount price transition table; and

receiving allocation of the product, when a predetermined quantity of the product has not been sold out when the reservation sales time is reached.

9. (currently amended) A computer-readable recording medium in which a program for instructing a computer to control selling price management is recorded, the program instructing the computer to perform a process comprising:

counting a sales quantity;

setting a discount price as a selling price, a discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity;

setting the original price as the selling price, after the sales quantity becomes equal to or greater than the predetermined quantity;

providing a discount price transition table to a purchaser's terminal via a network to allow a purchaser to know a price for a specified product on a specified future date, said table indicates dates and discount prices, wherein the dates include the date after a current date, and each discount price corresponds to said each date;

accepting a purchase reservation from said purchaser's terminal via the network to enable the purchaser to make a reservation for a future date to purchase a product, the purchase reservation specifying a future date among the dates indicated in said discount price transition table when the discount price corresponds to a desired purchase price of the purchaser; and

setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount price transition table equals the desired purchase price.

10. (currently amended) An apparatus that manages a selling price, comprising:

a selling price setting unit counting a sales quantity, setting a discount price produced by a discount from an original price as the selling price, while the sales quantity is less than a predetermined quantity, and setting the original price as the selling price after the sales quantity becomes equal to or greater than the predetermined quantity; and

a price provision unit providing the set selling price,  
wherein said selling price setting unit

providing a discount price transition table to a purchaser's terminal via a network to allow

a purchaser to know a price for a specified product on a specified future date, said table indicates dates and discount prices, wherein the dates include the date after a current date, and each discount price corresponds to said each date;

accepting a purchase reservation from said purchaser's terminal via the network to enable the purchaser to make a reservation for a future date to purchase a product, the purchase reservation specifying a future date among the dates indicated in said discount price transition table when the discount price corresponds to a desired purchase price of the purchaser; and

setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount price transition table equals the desired purchase price.

11. (cancelled)

12. (currently amended) A method comprising:

counting a sales quantity of a product to be purchased;

providing a schedule to a purchaser's terminal via a network to allow a purchaser to know a price for a specified product on a specified future date, said schedule displays dates and discounted prices, wherein the dates include the date after a current date, and each discounted price corresponds to said each date, for the product to be purchased, the discounted prices decreasing over a predetermined period of time when the sales quantity of the product to be purchased is less than a predetermined quantity;

accepting a purchase reservation from said purchaser's terminal via the network to enable the purchaser to make a reservation for a future date to purchase a product, the purchase reservation including a desired purchase price of the product to be purchased and specifying a future date among the dates indicated in the schedule when the discounted price corresponds to the desired purchase price;

setting a purchase reservation time of the purchase reservation when one of the discounted prices equals the desired purchase price.

13. (previously presented) The method of claim 12, further comprising:

selling the product at one of the discounted prices when the sales quantity is less than the predetermined quantity; and

selling the product at a non-discounted price when the sales quantity is equal to or more

than the predetermined quantity.

14. (previously presented) The method of claim 12, further comprising:  
setting one of the discounted prices as a minimum discounted price; and  
maintaining the minimum discounted price as a selling price of the product when the  
sales quantity is less than the predetermined quantity.

15. (previously presented) The method of claim 12, further comprising:  
allocating the product to the purchase reservation when the sales quantity is less than  
the predetermined quantity.

16. (cancelled)

17. (cancelled)

18. (new) The method according to claim 12, further comprising:  
canceling the purchase reservation if the sales quantity is equal to or greater than the  
predetermined quantity when the selling price reaches the desired purchase price.